

## Online Appendix

**Table 1** Categories of search of the online environment of nanotechnology

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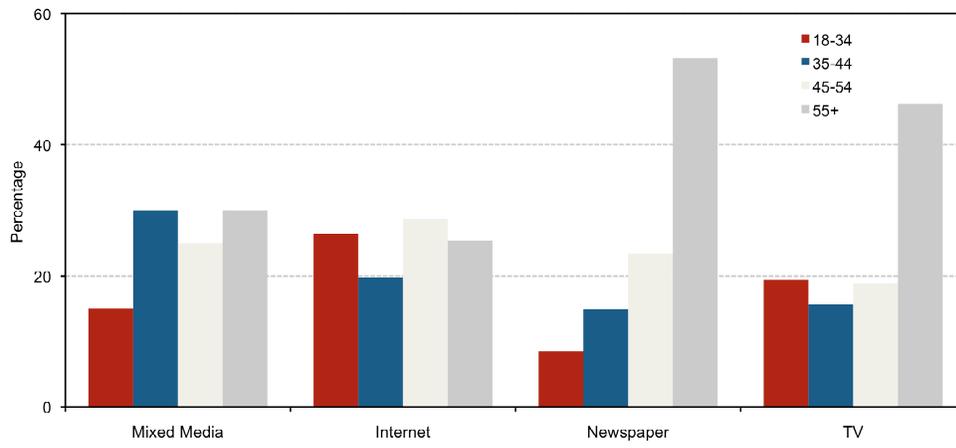
<b>Domains:</b>	<b>Subcategories:</b>
<b>Environment</b>	Pollution, Cleanup, Green, Contamination
<b>Health</b>	Medicine, Enhancement, Cancer, Toxin
<b>National Security</b>	Terrorism, Military, Surveillance
<b>Economy</b>	Job Market, Funding
<b>Regulation</b>	
<b>Ethics</b>	
<b>Energy</b>	
<b>Privacy</b>	
<b>Risks</b>	
<b>Benefits</b>	

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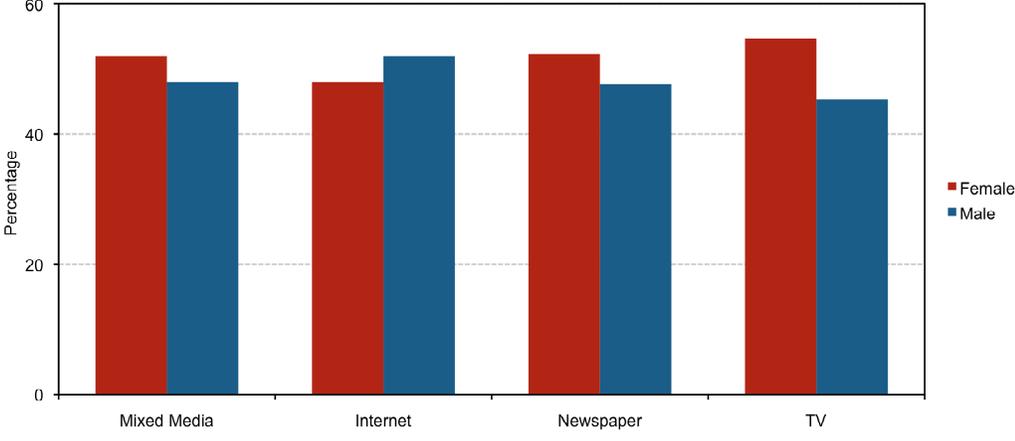
<b>Table 2</b> Description of the themes coded in the content analysis	
<b>THEMES:</b>	<b>ROOT WORDS:</b>
<b>Application:</b>	
National Security	security, military, surveillance, war*, defense, terrorism*
Health	health, medicine*, brain, cancer*, toxin*, asbestos
Environment	environment*, pollution*, pesticide*, silver, goo, cleanup
<b>Policy:</b>	
Business	business*, economy*, market*, industry*, product*, consumer*
Research	research*, findings, analysis*, study*, journal, published
Regulations	regulate*, guideline*, oversight*, policy*, standard*, law*
Technology	technology*, robot*, energy, computer*, genetic*, biotechnology*
<b>Social Implications:</b>	
Risks	risk*, hazard*, danger*, threat*, harm*, exposure*
Benefits	benefit*, breakthrough*, promise*, advantage*, revolution*, innovation*
Uncertainty	uncertain*, unclear, unknown, inconclusive, unintended, controversy*

\* Denotes that multiple forms of the root word were coded. For example, data was collected for “hazard,” hazards,” and “hazardous,” then summed to represent the data for the word “hazard\*.”

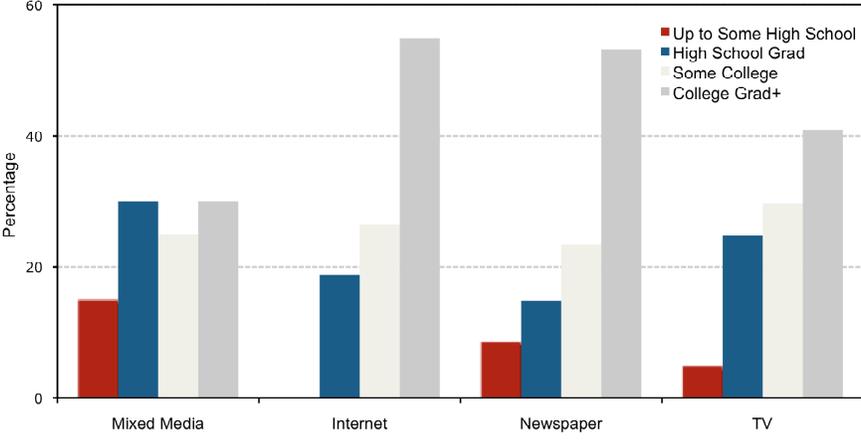
**Fig 1 Science Media Use and Age**



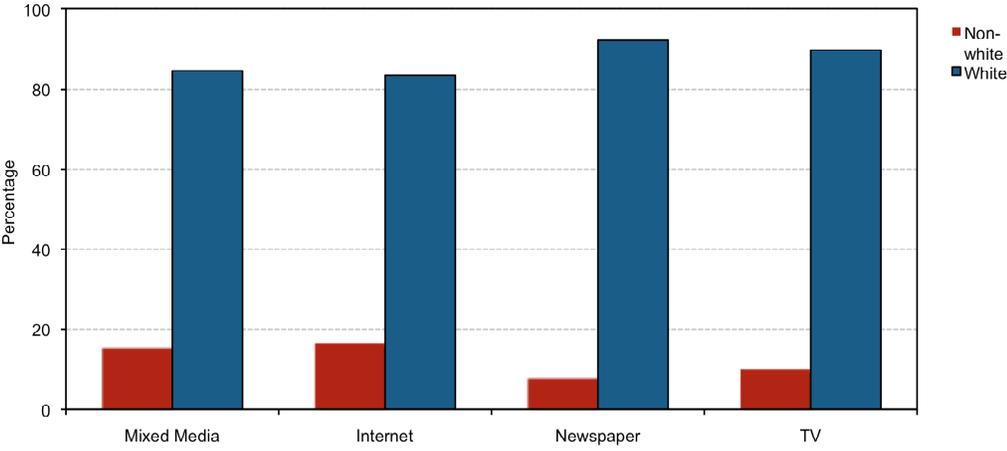
**Fig 2** Science Media Use and Gender



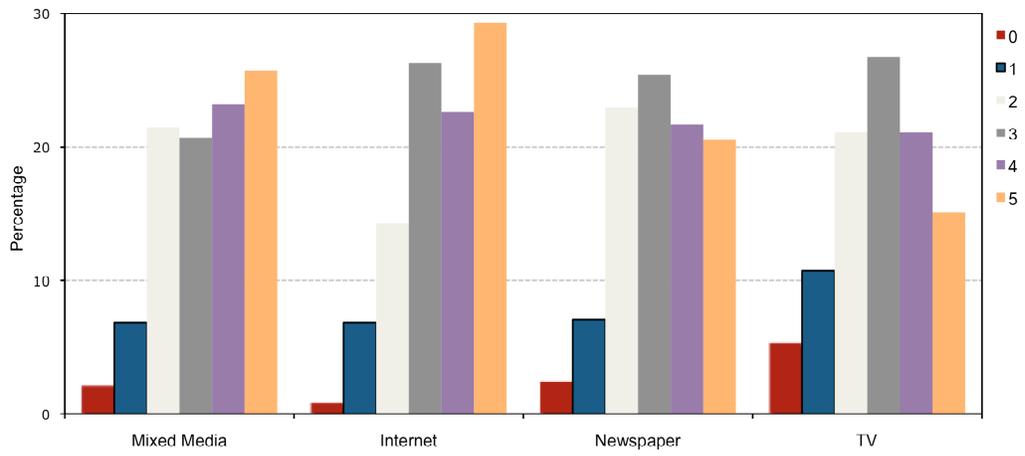
**Fig 3 Science Media Use and Education**



**Fig 4 Science Media Use and Race**



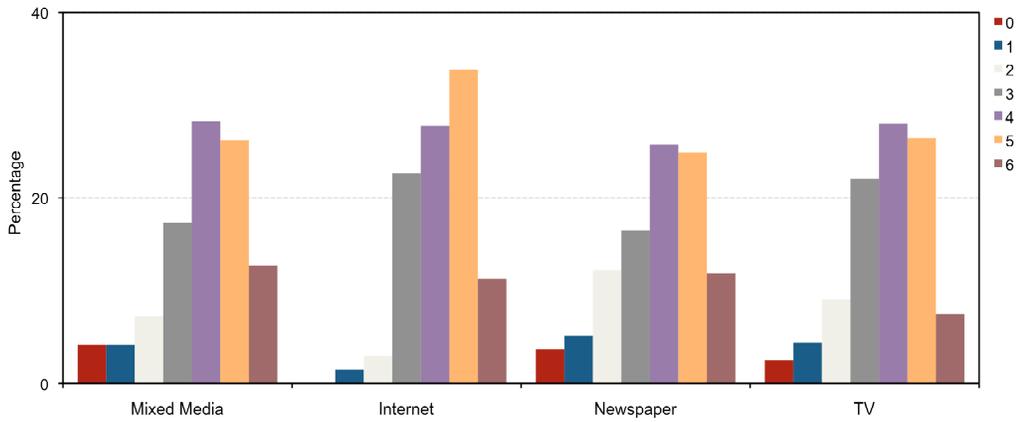
**Fig 5 Science Media Use and Science Knowledge**



**Science knowledge means for each media category.** Mixed Media = 3.55,  
Internet = 3.48, Newspaper = 3.38, TV = 3.26.

0=no knowledge at all with zero questions answered correctly. 5=high knowledge with all questions answered correctly.

**Fig 6 Science Media Use and Nanotechnology Knowledge**



**Nano knowledge means for each media category.** Internet = 4.26, Newspaper = 3.95, TV = 3.94, Mixed Media = 3.70.

0=no knowledge at all with 0 questions answered correctly. 6=high knowledge with all questions answered correctly.

**Table 3** Characteristics of visitors to News and Science Sites during March 2009

	News (% of all visitors)	Science (% of all visitors)
Age		
18-34	18.2	18.2
35-48	36.4	37.0
50-64	29.8	35.8
65+	9.3	7.7
Gender		
Female	45.6	39.8
Male	54.4	60.2
Education		
Up to some high school	8.6	13.4
High school graduate	13.8	11.2
Some college	19.4	20.0
College grad (includes Associate's and Bachelor's degrees)	37.1	39.5
Post-grad degree	20.8	18.6
No response	3.8	2.8
Race		
Non-white	11.0	7.3
White	89.0	76.8
Region		
Midwest	22.7	19.9
Northeast	20.4	17.9
South	33.0	31.9
West	23.8	32.7

Source: The Nielsen Company